



rev 1
KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

CONTRACT

| | | |
|--|--|--|
| <u>Contract / Revision</u> 498597 / | | <u>Alt Order #</u> 06370241 |
| <u>Product</u> CROSSROADS GPS | | |
| <u>Contract Dates</u> 10/23/12 - 10/29/12 | | <u>Estimate #</u> 1206 |
| <u>Advertiser</u> ISS/Cross Roads GPS | | <u>Original Date / Revision</u> 10/25/12 / 10/25/12 |
| <u>Billing Cycle</u> EOM/EOC | <u>Billing Calendar</u> Broadcast | <u>Cash/Trade</u> Cash |
| <u>Station</u> KVVU | <u>Account Executive</u> Teresa Difuria | <u>Sales Office</u> TELEREP-PHIL |
| <u>Special Handling</u> | | |
| <u>Demographic</u> Adults 35+ | | |
| <u>IDB#</u> | <u>Advertiser Code</u> 12 | <u>Product Code</u> 11 |
| <u>Agency Ref</u> | | <u>Advertiser Ref</u> |

And:

Crossroads Media
66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Type | Spots | Amount |
|---------------|-------------|-------------------|-------------------|-------------------------|-----------------------|-----------------|---------------|-------------|---------------------|-------------|-----------|--------------------|
| N 10 | KVVU | 10/26/12 | 10/26/12 | Fox 5 News at 6pm | M-F 6-630pm | | :30 | | | NM | 0 | \$0.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | | <u>Rate</u> | | | | |
| Week: | | 10/22/12 | 10/28/12 | ----1-- | 1 | | | \$525.00 | | | | |
| | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | <u>Type</u> | | |
| | 1 | KVVU | 10/22/12-10/28/12 | Fox 5 News at 6pm | M-F 6-630pm | -----F---- | :30 | | \$525.00 | NM | | |
| | | See MG 58.2, 58.3 | | | | | | | | | | |
| N 58 | KVVU | 10/23/12 | 10/23/12 | Fox 5 News at 6pm | M-F 6-630pm | | :30 | | | NM | 2 | \$1,050.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | | <u>Rate</u> | | | | |
| Week: | | 10/22/12 | 10/28/12 | -1----- | 1 | | | \$525.00 | | | | |
| | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | <u>Type</u> | | |
| | 1 | KVVU | 10/22/12-10/28/12 | Fox 5 News at 6pm | M-F 6-630pm | -Tu----- | :30 | | \$525.00 | NM | | |
| | | See MG 58.2, 58.3 | | | | | | | | | | |
| | 2 | KVVU | 10/29/12-10/29/12 | Fox 5 News AM M-F 7a-9a | M-F 7a-9a | M----- | :30 | | \$700.00 | NM | | |
| | Ⓜ | MG for 10.1, 58.1 | | | | | | | | | | |
| | 3 | KVVU | 10/29/12-10/29/12 | FOX 5 News 5-6am M-F | 5a-6a | M----- | :30 | | \$350.00 | NM | | |
| | Ⓜ | MG for 10.1, 58.1 | | | | | | | | | | |
| Totals | | | | | | | | | | | 75 | \$63,965.00 |

| Time Period | # of Spots | Gross Amount | Net Amount |
|---------------------|------------|--------------------|--------------------|
| 10/01/12 - 10/28/12 | 60 | \$52,670.00 | \$44,769.50 |
| 10/29/12 - 10/29/12 | 15 | \$11,295.00 | \$9,600.75 |
| Totals | 75 | \$63,965.00 | \$54,370.25 |

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.

FAX# 610-225-1191
CREDIT RISK !!!
HARRIS REPORT FROM REP
OCT25/12 14.22
CHANGES
*** KVVU-TV ***

REP. # _____ OFF. # 762 SALESMAN # _____
BUYER NAME STEPHANIE MARONEY

| | |
|------------|---------------------------|
| BUYER NAME | <u>STEPHANIE MARONEY</u> |
| SALES PRSN | <u>PH- TERESA DIFURIA</u> |

| | CLASS: NATL. | LOCAL | REGIONAL |
|--|--------------|-------|----------|
|--|--------------|-------|----------|

| ISS: NATL. | LOCAL | REGIONAL |
|------------|-------|----------|
| | | |

MENTS: (LINE, ORDER, INVOICE)

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE OCT25/12 14.22

STA:

CROSSROADS GPS : 30

| LINE# | REP | CD | TIME PERIOD | LGTH | SEC | RATE | START DATE | END DATE | SPTS /WK | WEEK INVT | DAYS | TOTL SPTS |
|---|-----|----|-------------|------|-----|----------|------------|----------|----------|-----------|------|-----------|
| AGENCY ADVERTISER CODE = 12 AGENCY PRODUCT CODE = 11 AGENCY EST# = 1206 | | | | | | | | | | | | |
| 10 | | S | 600P-630P | 30 | | \$525.00 | 10/26 | 10/26 | 0 | | FRI | 0 |
| PROGRAM : FOX 5 NEWS @ 6PM CON COM1 : FOX 5 NEWS @ 6PM | | | | | | | | | | | | |
| 95 | | A | 700A-900A | 30 | | \$700.00 | 10/29 | 10/29 | 1 | | MON | 1 |
| PROGRAM : NEWS ORD COM1 : SPOTS N/A. SEE MG OFFER. NOT PRE-BOOKED PLS APPROVE. THIS IS A MAKE-GOOD FOR OCT26 ON LINE-10 FOR 1 SPOT/WK THIS IS A MAKE-GOOD FOR OCT23 ON LINE-58 FOR 1 SPOT/WK | | | | | | | | | | | | |

| LINE# | REP | CD | TIME PERIOD | LGTH | SEC | RATE | START DATE | END DATE | SPTS/WK | WEEK INVT | DAYS | TOTL SPTS |
|-------|-----|----|-------------|------|-----|------|------------|----------|---------|-----------|------|-----------|
|-------|-----|----|-------------|------|-----|------|------------|----------|---------|-----------|------|-----------|

| | | | | | | | | | | | | |
|----|---|--|-----------|----|--|----------|-------|-------|---|--|-----|---|
| 96 | A | | 500A-600A | 30 | | \$350.00 | 10/29 | 10/29 | 1 | | MON | 1 |
|----|---|--|-----------|----|--|----------|-------|-------|---|--|-----|---|

PROGRAM : NEWS
 ORD COM1 : SPOTS N/A. SEE MG OFFER. NOT PRE-BOOKED PLS APPROVE.
 PART OF A MAKEGOOD MADE UP OF LINES 95-96

| | | | | | | | | | | | | |
|----|---|--|-----------|----|--|----------|-------|-------|---|--|-----|---|
| 58 | S | | 600P-630P | 30 | | \$525.00 | 10/23 | 10/23 | 0 | | TUE | 0 |
|----|---|--|-----------|----|--|----------|-------|-------|---|--|-----|---|

PROGRAM : FOX 5 NEWS @ 6PM
 CON COM1 : FOX 5 NEWS @ 6PM
 STATION MAKEGOOD OFFERS:
 M18 OK'D BUY#10 MISSED:FRI/600P-630P OCT26 30S \$525.00 (OCT25/12)
 BUY#58 TUE/600P-630P OCT23 30S \$525.00
 OFFER:MON/700A-900A OCT29 30S \$700.00 PLS ADVISE.
 & MON/500A-600A OCT29 30S \$350.00
 CMT:SPOTS N/A. SEE MG OFFER. NOT PRE-BOOKED PLS APPROVE.

OCT/12 52670.00 NOV/12 11295.00
 CONTRACT TOTAL 63965.00
 TOTAL SPOTS 75

MARKET TOTALS \$710,722 KVVU 9% KSNV 32% KLAS 34% KTNV 16% KVMY 6% KVCW 2% CABL 0%
 KTUD 1%

SVC- NSI
 DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE